

# STAN

Spring 2016

MAGAZINE

Stanislaus State



## Building Warrior Pride

**President Joseph F. Sheley  
leaves his mark on Stanislaus State.**



## A WORD FROM PRESIDENT SHELEY

**I announced my upcoming retirement recently. People now ask about the accomplishments of which I am proudest. There are several, but none is mine alone. My wife Bernadette and I were fortunate to have joined a University community that truly wishes to make a difference, and it shows.**

Stanislaus State's enrollment is climbing again (about 9,200) as a new generation of "first-in-the-family" degree-seekers enters its gates. The University perhaps is proudest of its role in helping families achieve their piece of the American dream. Most of our graduates will stay in the region, raise families here, and send their kids to Stan State because it is a serious university whose alumni (about 55,000) are assets to their communities

and employers. The difference: Gratitude for the chance to attend college now is joined with pride in the Stan State diploma.

Changing people's lives is important, but Stan State's impact on our region — indeed, on the entire San Joaquin Valley — is equally so. The Valley desperately needs college graduates if it is to diversify its economy, attract new businesses, and allow our college graduates to put their education to work. We are producing those degree-holders. A broader array of businesses is taking a second look at the region, understanding that they will not have to import a professional workforce. The difference: The region now sees Stan State as part of its larger economic engine, and strengthening higher education now receives bipartisan legislative support.

Finally, the most gratifying part of our time here rests with the many friends we've made in the region — the sincere, honest, hardworking people who step up for each other. The chance to make such friends also has created the opportunity to remove the symbolic moat around the campus. The difference: California State University, Stanislaus no longer is the university that happens to reside in the region. It is the Region's University.

What more could we ask for? Thank you for letting us be a part of a great University community.

Joseph F. Sheley  
*President*



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**INVESTING IN STUDENT SUCCESS** Volunteers and students celebrate during the six-week One Purpose campaign for scholarships that will be awarded to Stanislaus State students who demonstrate academic excellence.

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**STAN Magazine Spring 2016**

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Stanislaus State serves a diverse student body of more than 9,000 at two locations in the Central Valley — a beautiful 228-acre campus in Turlock and the Stockton Center, located in the city's historic Magnolia District. Widely recognized for dedicated faculty, high-quality academic programs and exceptional value, the University offers more than 100 majors, minors and areas of concentration, along with 24 master's degree programs and a doctorate in educational leadership.



Stanislaus State is a proud member of the California State University, a 23-campus system across California. With more than 467,000 students, it is the largest, the most diverse, and one of the most affordable university systems in the country. The CSU is indispensable to California's economic prosperity and diverse communities, and is renowned for the quality of its teaching and for its job-ready graduates. [calstate.edu](http://calstate.edu)

# NEWS BRIEFS

## University Joins Local Effort to Conserve Water

It's still too early to tell how much the current El Niño weather pattern will quell the catastrophic four-year drought, but no matter the outcome Stanislaus State is poised to be a key partner in the region's water conservation efforts.

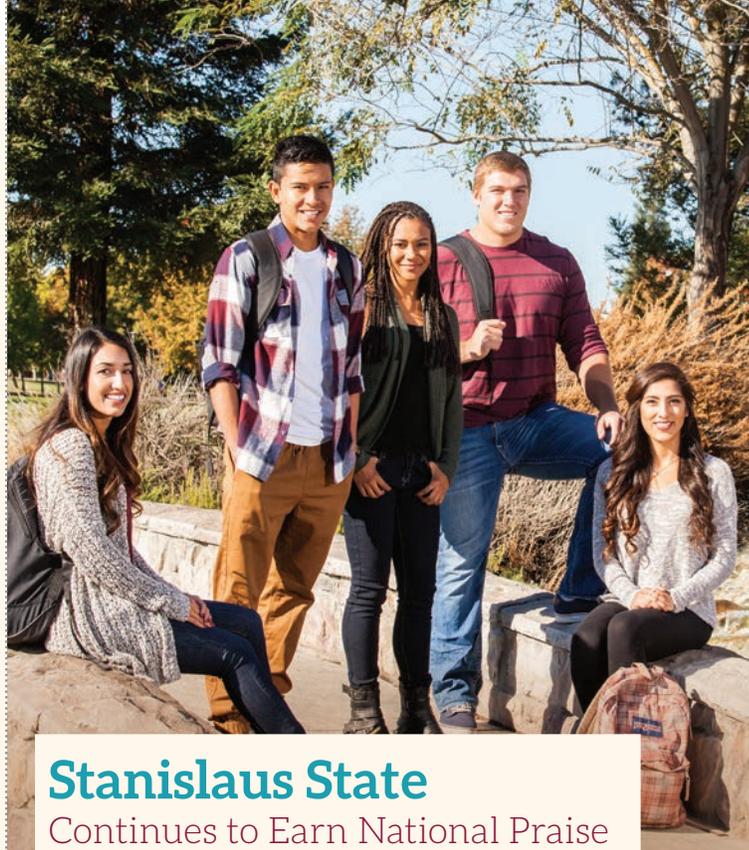
Not only is the University on the cutting edge of use and reuse with its innovative campus water system, it has entered into an ongoing dialogue with Turlock's three other major water users to determine the best ways to conserve the most precious natural resource.

Representatives from Stanislaus State, Turlock

Irrigation District, the City of Turlock and Turlock Unified School District held regular roundtable meetings during the spring and summer to share ideas about the strategies that have worked for each agency.

The result of the collaboration was the development of a unified approach for conveying the message of conservation.

"We take pride in our approach to water management," President Joseph F. Sheley said. "Thanks to our technology and our people we are setting an example and making a difference."



## Stanislaus State Continues to Earn National Praise

There are four concepts at the heart of the mission of every university in the CSU system: helping students exceed expectations, serving underserved communities, achieving academic excellence and spurring upward mobility.

Not coincidentally, Stanislaus State has been honored for its commitment to students in each of those four areas in 2015. The flow of accolades speaks clearly about how well the University is serving the region and the state.

In July, Money magazine ranked Stanislaus State No. 3 overall and No. 1 among the nation's public universities for helping students "exceed expectations," while in the same month U.S. News & World Report ranked Stan State ninth for attracting Hispanic students.

In September, Stanislaus State made the Princeton Review's prestigious list of the nation's top 380 schools, based solely on the quality of academics, for a 10th straight year.

And in October, in a study commissioned by National Public Radio, Stanislaus was ranked No. 5 in the nation for the "upward mobility" of its students. The top four schools on the list were Harvard, MIT, Stanford and UC Irvine.

"The recognition we're receiving means we're being noticed as one of the best colleges at serving its core constituency," said University President Joseph F. Sheley. "Members of the region are experiencing the thrill and pride that comes with a son or daughter becoming the first in the family to earn a college degree and opening doors to success."





*Josephine Hazelton, Political Science Major*

## Historic Fall Season for Warrior Athletes

Warrior athletes made history during the fall semester, as the three team sports — volleyball and men’s and women’s soccer — all reached the postseason in the same year for the first time since Stanislaus State athletics went to Division II in 1998.

“It was a great accomplishment this fall to have all three of our team sports participate in the postseason for the first time in school history,” said Director of Athletics Mike Matoso. “I think it speaks to our commitment to develop a well-rounded athletics department that supports all of our programs as we look to compete for conference championships across the board.”

Both the men’s and women’s soccer teams reached the championship game of the California Collegiate Athletic Association match, with the men falling to Cal Poly Pomona 2-0 and the women dropping a 3-2 decision to UC San Diego. Stanislaus State was vying to become the first school to win the CCAA men’s and women’s soccer titles in the same year.

Despite losing in the conference final, the men’s soccer team had the longest run of the fall season, reaching the NCAA Division II Tournament for the second time in program history. The Warriors’ luck ran out at that point in a first-round shootout loss to Cal State Los Angeles after the teams played to a 1-1 draw through three overtimes.

The biggest improvement of any team on campus was enjoyed by the volleyball team, which posted a 16-10 regular season record — the program’s best since 2002 — and reached the inaugural CCAA Volleyball Tournament.

The cross country teams also had solid years, with the women placing fourth in the CCAA behind junior Gina Wood, who finished 14th in the NCAA West Regional Championships to claim all-region honors. The Warrior men placed seventh in the CCAA.

Stanislaus State was one of only four CCAA member schools to be represented in the conference tournaments in all fall sports.

## Mayor’s Public Policy Award Comes to Fruition

Last fall, Turlock Mayor Gary Soiseth announced that he would donate his mayoral stipend to fund public policy research at Stanislaus State. The “Mayor’s Award” was established to encourage students to apply their skills and knowledge to regional public policy issues.

“While the Mayor’s Award honors my campaign promise, it is more than that,” Soiseth told the Turlock Journal. “It shows that I want to find real solutions to social, civic and economic issues that challenge our community, and I believe the solutions will be found among Stanislaus State students.”

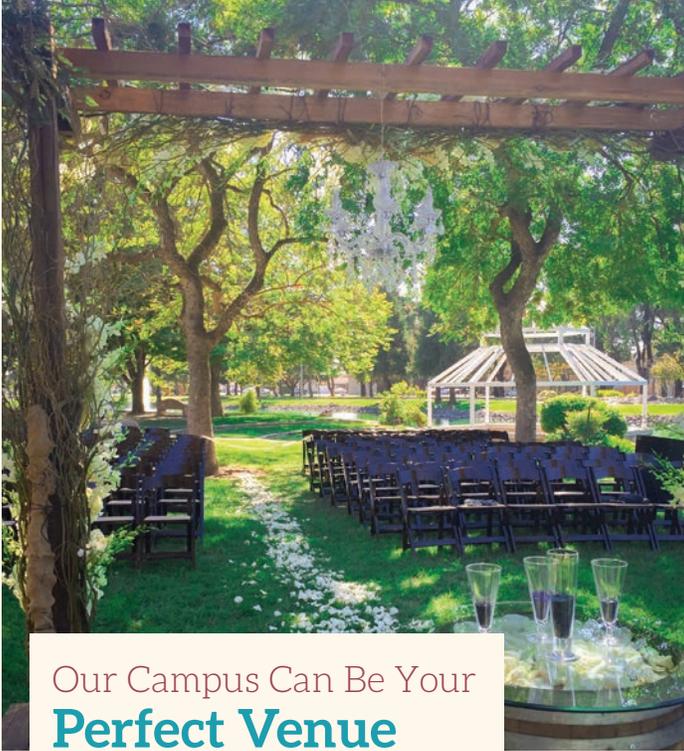
In September, students were invited to submit proposals for the award. The proposals were reviewed in a two-part process, including student presentations before a committee of faculty and community leaders.

Josephine Hazelton, a political science major, was announced as the first recipient of the Mayor’s Public Policy Award in December. Her project, titled “Catching the Bus: Public Transportation in Turlock,” aims to improve access to public transportation for students and the community.

The \$3,000 award will support Hazelton’s research during the spring semester. She will be working with Stan State faculty mentor Gerard Wellman, and Soiseth has also offered her an internship with the City of Turlock Department of Engineering to provide support and resources for the project.

“Any time we can link student engagement with community service, we are promoting a stronger partnership between the University and our local communities,” said James A. Tuedio, Dean of the College of the Arts, Humanities and Social Sciences. “Mayor Soiseth is providing resources and recognition to establish an incentive for students who are primed to conduct meaningful research projects in the public interest.

We hope this partnership becomes a model for other civic leaders, and that over time we see increasing numbers of students involved in applied research.”



## Our Campus Can Be Your Perfect Venue

The Stanislaus State campus in Turlock provides a wide variety of indoor and outdoor event venues for weddings, quinceañeras, corporate meetings and events, athletic events and camps, concerts and more.

The perfect venue for almost any event can be found on campus, with conference and assembly rooms ranging in seating from 10 to 450 in addition to a variety of versatile outdoor spaces, including the University Amphitheatre, which can accommodate up to 10,000 people.

The Stanislaus State Event Services Staff members are experts in planning successful events and can assist with every detail of an on-campus event. Available services include room set-up, custodial services, security, and catering and beverage services.

Samantha Dias and her husband planned their September wedding at Stanislaus State and were pleased with both the service and the scenery.

“Everything went really smoothly on the day of our event, and the overall experience was great,” Dias said. “The best part was the beautiful setting of the campus for our wedding day. The lakeside view was amazing.”

Alumni receive a discount on facility rental fees. For more information about hosting an event on campus, contact Event Services at (209) 667-3913. Updates and photos for Event Services at Stanislaus can be found on [facebook.com/CSUStanEventServices](https://www.facebook.com/CSUStanEventServices) or on [Instagram @EventServices\\_StanState](https://www.instagram.com/EventServices_StanState).

## Community Invited to University Events



A new calendar designed to invite the community on campus for events and activities is featured on the University website. Many departments and programs across campus regularly host cultural and educational events open to the public, including concerts, theatre productions, lectures, guest speakers, panel discussions and conferences.

The calendar features descriptions of each event, along with photos and details on tickets and parking. Most events offer free on-campus parking, and a number of events also offer free admission with the goal of welcoming members of the community to the campus.

The calendar also will include off-campus events sponsored or co-sponsored by a University department. These events will highlight collaborations with community organizations and businesses that benefit Stanislaus State students and enrich the region with unique cultural and educational opportunities.

Visit the calendar to view upcoming events at [csustan.edu/university-events](https://csustan.edu/university-events).

## CAMPUS EVENTS

### University

#### Executive Speaker Series

6:30 p.m. Thursday, Feb. 18  
Snider Recital Hall

[csustan.edu/speaker](https://csustan.edu/speaker)

#### Commencement

9:30 a.m. Thursday, May 26  
6 p.m. Thursday, May 26  
9:30 a.m. Friday, May 27  
University Amphitheatre

[csustan.edu/commencement](https://csustan.edu/commencement)

### School of the Arts

#### Shakespeare Under the Stars: Two Gentlemen of Verona

Directed by Daniel Gately  
May 3, 4, 5, 6, 7, 8  
Gates open at 6:30 p.m.  
Performance begins at dusk  
University Amphitheatre

[csustan.edu/shakespeare](https://csustan.edu/shakespeare)

### Alumni

#### Homecoming Week

Weeklong schedule of activities  
Jan. 31-Feb. 6

[csustan.edu/homecoming](https://csustan.edu/homecoming)

#### Vines

6-9 p.m. Thursday, March 10  
Stanislaus State, Fitzpatrick Arena

[csustan.edu/vines](https://csustan.edu/vines)

### Athletics

#### Spring Sports

- Women's and Men's Basketball
- Baseball and Softball
- Women's and Men's Track and Field
- Women's Indoor Track and Field
- Women's Tennis
- Men's Golf

[warriorathletics.com](https://warriorathletics.com)



# CREATING AN IDENTITY

## The Story of Becoming Stanislaus State

| By Brian VanderBeek |

**With heightened fanfare and anticipation, President Joseph F. Sheley's annual address was the setting for California State University, Stanislaus to unveil its new logo, motto and official naming structure – the University's new brand.**

On that warm August afternoon, student-athletes modeled shirts with the new University logo, and all attending the address had the opportunity to walk away with a brand-new logo lapel pin.

It was a historic moment for the University, but at the same time it was important not to assume that the brand was born that afternoon, or that the task of building the brand was complete at the moment the logo was projected on the screen.

Reaching the unveiling took months of brainstorming and directed thought from many creative people in focus groups and committees whose rosters included students, faculty, staff, administration, alumni and community members.

And with the logo, motto and names officially in play, the unveiling, in essence, was halftime in the branding process.

The second half began with the formulation of the new brand guidelines, by which the University community could

utilize the brand in myriad creative and respectful ways. The process required the production of a branding book, which came out in basic form on Sept. 25 and in a more detailed version on Oct. 30.

Even with guidelines in place, the work was not done, and in many ways never will be complete. As Sheley pointed out, the brand is not the logo, or the motto, or our name. It's the way people perceive Stanislaus State when they see any one of those marks, and the best way to advance that perception is through the



University's continued positive impact on the people of our region.

But if that's the case, and the brand is based in perception, why was there a need to do all the brainwork and spend all those hours coming up with the new logo, motto and names? The directive, while discussed for years, was formally issued in Sheley's 2014 annual address.

He sought a new logo in part because for years the University had been using its official seal, generally reserved for formal documents, improperly.

"We should not be using the University's official seal as our everyday logo," he said in 2014.

"It's not an easily recognizable symbol to folks off campus, nor the easiest to read. We need a true University logo, one that represents the broader campus community,

communicates our values and catches the eye from afar."

There also was the need to come up with names to distinguish the University within the CSU System. There never was any thought of changing the formal name of California State University, Stanislaus, but beyond that there was confusion.

"We seem to have so many names!" Sheley said. "CSU Stanislaus, Cal State Stanislaus, Stanislaus State, Stan State. And there's CSUS — just four letters, a space-saver for the newspapers. Just 90 miles apart, the Sacramento Bee and Modesto Bee write about CSUS, and each is speaking of a different university. That is not what I call a signature."

Finally, he issued the challenge of formulating a motto to encapsulate the values and mission of the University in a few words.

"There is real value in forcing ourselves to distill our purpose to fewer than 10 words, or to attempt to capture the University's essence in a single image or design," Sheley said. "Clarity and focus naturally translate into better storytelling, and that

means more effective advocacy, support and respect."

The marching orders had been given. The committee of students, faculty, staff and administration was composed. Wider-based focus groups, which included alumni and community leaders, were convened, and a consulting firm was brought-in to make sure all input was gathered and handled by someone without a stake in the outcome.

"After consulting with sister campuses that have been through this process, it was

recommended that we bring in a third-party consultant in order to get honest feedback and impartial direction from the focus groups," said Shirley Pok, vice president for university advancement, who headed the branding committee.

"The University appreciates the Jeffrey Scott Agency for the generous and expert role they've played in this entire process."

What emerged almost instantly from these discussions was a singular focus on what was important. The final product needed to be striking, clear and above all reflect the essence of the University.



# ENGAGING · EMPOWERING · TRANSFORMING

“The experience of being on the branding committee was very rewarding because I saw first-hand what the University means to so many different people,” said Stanislaus State alumna Adrian Harrell, principal property manager at Turlock-based New Bridge Management. “The perspectives of students, faculty, staff and alumni were different, yet we all shared the same pride and sense of ownership. We were steadfast in our resolve to ensure the brand we came up with would represent all the wonderful things that make Stan State a treasure.”

Getting to the point where the brand could be introduced actually was broken into three separate tasks — one each for the logo, naming and motto.

Dozens of concepts for the logo were created and shared with focus groups, with the challenge of finding one that not only would be distinctive but also would reflect the spirit of the campus.

The naming convention evoked spirited discussion. Since California State University, Stanislaus was to remain the formal name, the challenge became one of identifying both an informal name and a nickname that, foremost, would convey a sense of place. Stanislaus State became the choice for the informal name primarily because it places Stanislaus first. The name allows the University to celebrate who we are as an institution and where we are located, while emphasizing the connection we have to the region. Stan State was the overwhelming choice for a nickname since it is a term of endearment already used with pride by students, graduates and locals.

Hundreds of words and phrases were tossed about during brainstorming sessions to come up with the University motto. Every word, every phrase connected someone on the committee to the University, but the committee’s challenge was to find a series of words or a statement that would encapsulate the Stanislaus mission and student experience.

The motto chosen: Engaging. Empowering. Transforming.

“Universities have mottos that capture the spirit and essence of who they are, and what they are trying to do now and in the future,” Sheley said during the unveiling. “The themes and values that stood out as focus groups talked about us consistently were personal attention, engagement, providing opportunity and connection to the region. When I saw this, I was pleased ... and proud. That is who we are.”

## STAN STATE STUDENTS SPEAK PROUDLY!

STAN Magazine asked students for their thoughts on “Engaging. Empowering. Transforming.” and how they are inspired by the motto.



“**ENGAGING** in all aspects of the school, being active in the community and engaging in the classroom.”

– Gary Randolph  
Kinesiology Major



“The academic rigor of Stanislaus State has given me a sense of **EMPOWERMENT**; knowledge is power.”

– Marissa Jimenez  
Political Science Major



“**TRANSFORMING** to be the best possible version of myself.”

– Chloe Jenkins,  
Kinesiology Major



# INSPIRATION *to* SUCCEED

**Stanislaus State alumnus  
Fred Bee credits his mentors  
for influencing his passion of  
giving back to students and  
the community.**

*By Kristina Stamper | .....*

For Fred Bee, perseverance and excellent communication skills turned out to be the keys to building a successful career. After graduating from the Stanislaus State business administration program in 2001, Bee moved from Turlock to the Bay Area with less than \$1,000 in his pocket and the hope that he would be successful at his new job. When that first job failed to show signs of promise, a business colleague encouraged Bee to start his own business, and that colleague turned out to be his first client.

Bee founded Enterprise Consulting Operation Global Inc., in 2005, using plastics and sheet metal to create machine parts primarily for medical and equipment and Global Positioning System tracking devices. Bee works with businesses to create products that help improve efficiency.

Bee said it was the skills he learned from one of his Stanislaus State mentors, Professor Edward Hernandez, that proved successful in his business strategy.

“Dr. Hernandez encourages his students to think outside the box,” Bee said. “In his human resources classes, I learned about the importance of working with people and communicating clearly and accurately. That was ultimately what I ended up doing in business and that was the skill that drove my success.”

His business has experienced significant growth over the past 10 years. Throughout his professional and personal development, Bee said that he often thinks of his professors at Stanislaus State. Although he never took a class with him, he cites Randall Harris, former faculty member in the Department of Management, Operations and Marketing, as his

most influential mentor. Bee recalled one day when he was a student being in a hurry to make a quick exit from a lecture when he ran into Randall — literally. The words Randall shared with Bee resonated.

“He told me, ‘Keep in mind that your actions can have an impact on others. Slow down when you are making decisions so that you can see other solutions.’ I think of him all the time when I am making decisions, and I am reminded to take my time and see all the possible solutions, not just the obvious one.”

Since graduating, Bee has returned to campus for several activities. In 2008, while visiting his alma mater, Bee stopped by Harris’ office to say hello and thank you — as he had several times before. On this occasion, Bee inquired as to why Harris, who he regarded as extremely intelligent in his field of business, chose to teach instead of apply himself as an entrepreneur. Bee recalled Harris’ passion for education and his sense of responsibility to share his knowledge with students so that they would be able to build successful careers.

“I was so touched by his passion and dedication to make a difference for his students,” Bee said. “I promised myself that I would do the same thing if I could, and I was inspired to set up the Fred Bee Scholarship Fund. If a student is working hard and is dedicated to getting an education, I want to help them the same way that I was helped early in my career by my mentors and business colleagues. They reached out to help me, and now I am in a position where I can give back to others and help them achieve success.”

Most recently, Bee has become a member of the College of Business Administration Advisory Board. He sees his role on the board as a way to extend his involvement with students and to invest in the next generation.

“At first I was living too far away to get really involved,” Bee said. “I told Linda Nowak, the dean of the college at the time,

that I wanted to move closer. There were a lot of people around me who I saw giving of themselves and sharing their knowledge and experiences. It inspired me to want to give back.”

Bee has since relocated back to Turlock and is looking forward to staying involved with his alma mater and also making a difference in the community. He is interested in starting a local business in Turlock — one idea

he has is to open a cafe — and hopes that he can make it a place where high school and college students can gather.

Bee also has a desire to bring more jobs to the Central Valley by franchising the business venture.

“Making money is great, but achieving something is better,” Bee said.

For Bee, that sense of achievement comes from giving back to the community, and as a business leader he hopes to set

an example for reinvesting in local business. “I want to do my part,” he said. “And I believe that if everyone who had the ability to make a difference took action, that would be very powerful.”

Bee said he believes that higher education is an important investment in the future of our region, leading to better careers and better futures for college graduates who will contribute to the economic health

of the community.

Reflecting on his college and professional experience, Bee encourages others not to hold themselves back. His advice to students is to find out what motivates them and to pursue it — don’t wait.

“I have learned that if I keep worrying about what is going to happen next, I’m not giving my best in that moment. You are building memories today. Your future is in your hands if you have the courage to go for it.”

“Stanislaus State is changing people’s lives. I benefitted from my education immensely, and I believe that as alumni we are responsible for guiding and assisting the next generation of students.”

— Fred Bee

## GET INVOLVED WITH US

Show your support for your alma mater and share your Stan State pride.

### Advocacy

Contact your elected officials in support of your alma mater.

### Career Connection

Participate as a panelist to share your professional area of expertise.

### Commencement

Celebrate with the next cohort of alumni.

### Dinners for 12 Warriors

Host a dinner for students at your home.

### One Purpose

Participate as a volunteer to fundraise for student scholarships.

### Professor for a Day

Share how your Stanislaus State education applies to the real world as an alumni Professor for a Day.

Come back to campus for University events. Check out the new University Events Calendar at [csustan.edu/university-events](http://csustan.edu/university-events).



[facebook.com/stanstatealumni](https://facebook.com/stanstatealumni)



[linkedin.com/groups/128185](https://linkedin.com/groups/128185)

[csustan.edu/alumni](http://csustan.edu/alumni)

# MAKING CONNECTIONS, TRANSFORMING LIVES

By Kristina Stamper |

**Stanislaus State criminal justice majors connect with local Turlock students to make an impact through mentorship.**

Having a mentor can provide motivation to turn around a failing grade; encouragement to dream and set goals the future; someone to see untapped potential; or simply a friend to listen.

These are the types of meaningful connections Stanislaus State criminal justice majors are making with local Turlock students — from kindergarten through high school — while serving as mentors through a service learning partnership between the University and Turlock Unified School District.

Stanislaus State students in the criminal justice program who have a concentration in juvenile justice enroll in a service learning course — which includes 20 hours of fieldwork — to fulfill an undergraduate requirement for graduation. But for many mentors, the experience has gone far beyond a class assignment.

Stanislaus State senior Raymond Peralta has encouraged his student protege to improve his social skills, own up to his mistakes and become more disciplined. His student has joined the book club and also taken an interest in theatre and running. Peralta said that he often feels like a big brother, and knowing that his student does



*Stanislaus State senior Evelyn Perez (right), a criminal justice major, is a mentor for Dutcher Middle School eighth-grader Ashley Diaz Langwell.*

not have an older brother at home makes the relationship significant.

“Once you get into the program and connect with a student, they start to look up to you,” Peralta said. “It gives you a good feeling. Even if you don’t see it directly, you know that being a positive role model is changing their lives for the better.”

The program started 10 years ago as a way to encourage youth to make positive lifestyle choices, and was inspired by a rehabilitated gang member who suggested a mentor program to connect at-risk youth with University students. In the first year, only 15 students participated as mentors. As the program has grown, nearly 300 Stanislaus State students participate as mentors each year, and thousands of local Turlock students have benefitted.

Stanislaus State Professor and Chair of the Department of Criminal Justice Phyllis Gerstenfeld worked with Gil Ogden, director of Turlock Unified School District’s Office of Student Services, to launch the program, which is currently overseen by Criminal Justice Lecturer Tim Helfer.

The program is resulting in real changes for Turlock students. Ogden said that administrators and teachers at each school identify students they think would benefit from having a mentor.

“I hear from the teachers whose students are bring mentored, and they are just glowing from seeing the changes in the kids,” Ogden said. “We are seeing improvement in attendance and high school graduation rates and we have fewer behavioral problems. Many of the students who have been mentored have increased student engagement and school becomes important to them.”

The philosophy of the mentoring program is based on building a positive connection to education for the student. Mentors accomplish this by fostering genuine relationships with their students. A lot of mentoring programs go in with a checklist, Ogden said. What are their grades like? What is their attendance like? What are their behavioral problems?

“That approach feels artificial,” he said. “We are looking through a different lens — it’s not about fixing what’s wrong. We ask our mentors to find out what has happened to the student and to focus on their strengths and interests. We’re building positive relationships to get them moving forward.”



## THE CRIMINAL JUSTICE MENTOR PROGRAM BEGAN 10 YEARS AGO



## STARTED WITH 15 MENTORS IN THE FIRST YEAR OF THE PROGRAM

## K-12 STUDENTS THAT HAVE BEEN MENTORED 1,300



1-1 APPROACH TO HELPING STUDENTS SUCCEED

### MENTOR PROGRAM BY THE NUMBERS

By taking this approach, the mentors are encouraged to think outside the box. They gain important hands-on opportunities and learn how to apply the critical thinking and problem-solving skills they have honed through their studies.

“It’s not really structured mentoring, where there are certain things we have to do,” said Evelyn Perez,

a criminal justice major in her second semester as a mentor. “We are expected to get to know the student and encourage them to set goals for themselves.”

Many of the students in Helfer’s criminal justice classes, including Perez, are the first in their families to go to college. He asks them to think about how they got to college and to reflect on the mentors who encouraged them. He said that recognizing mentors in their own lives gives meaning to the time they are sharing with students.

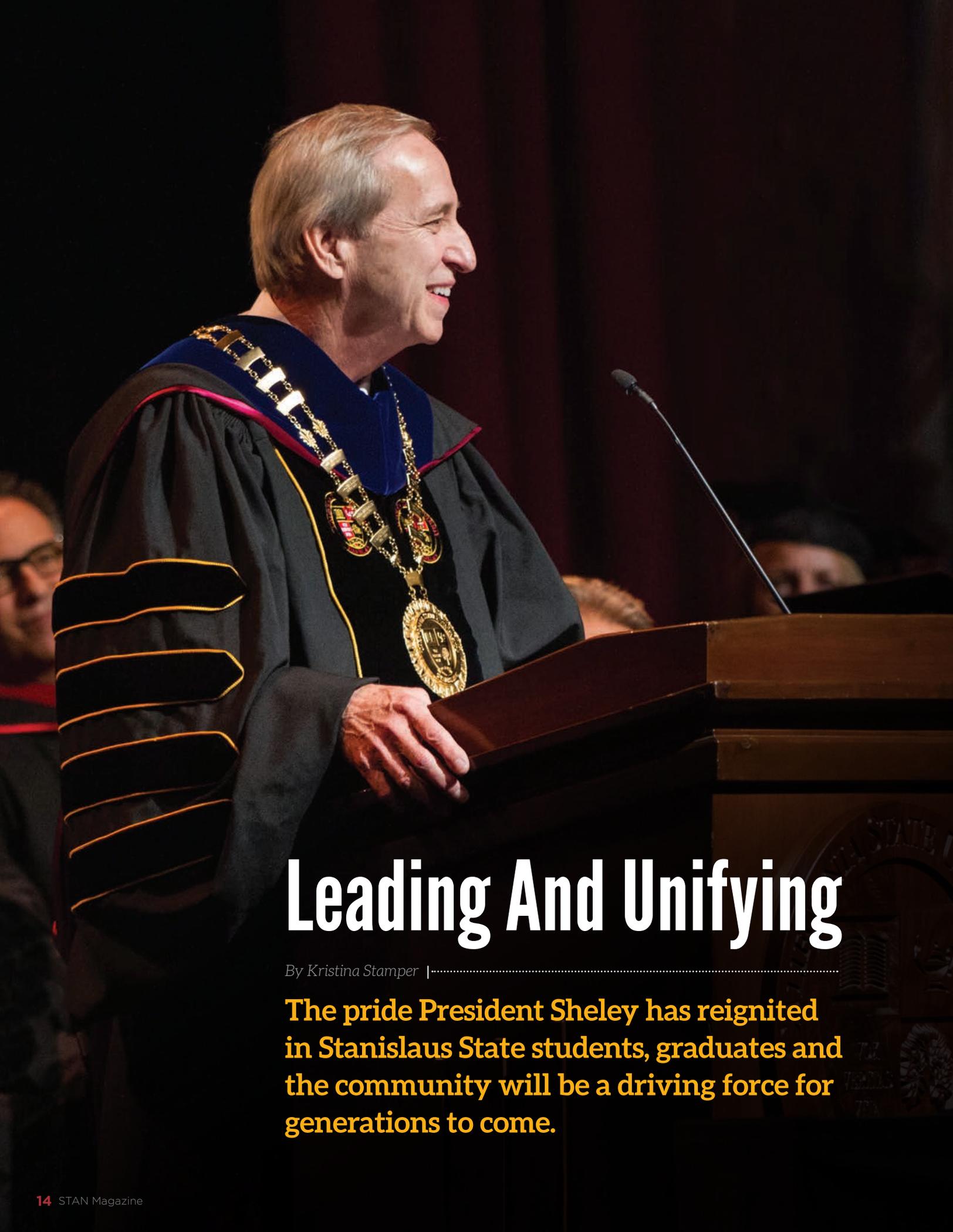
“Some of the proteges have never been to the University campus, and it’s exciting to have our mentors invite them,” Helfer said. “It’s important for them to know that education is important. Maybe they never thought of college as an option, and they should know that if they have the potential and the desire to go to college that they should seek it as a possibility.”

**“They look up to you. Being a positive role model is changing their lives for the better.”**

– Raymond Peralta, Criminal Justice Major

The goal of the hands-on experience for Stanislaus State students in the mentor program is to prepare them for the many kinds of interactions they may experience with juveniles in their future careers.

“Getting a degree in criminal justice is really enriched by doing fieldwork,” said criminal justice major Matthew Mobley. “I think that it’s necessary to experience the practical application, and it solidifies that this really is something that you want to do and that you are prepared to be successful.”



# Leading And Unifying

By Kristina Stamper | .....

**The pride President Sheley has reignited in Stanislaus State students, graduates and the community will be a driving force for generations to come.**

**California State University, Stanislaus President Joseph F. Sheley is intimately familiar with the path that many students at the University face. As a “kid from the flat tops off Cottage Way” in Sacramento, Sheley was the first in his family to go to college — like the majority of students at Stan State today.**

He points to an accessible California State University education in his own backyard as the catalyst that prepared him for leadership in academia.

Sheley graduated from California State University, Sacramento — then Sacramento State College — with a bachelor’s degree in social science and a master’s degree in sociology. He went on to earn a Ph.D. in sociology from the University of Massachusetts.

“My years at Sac State were a pretty defining period of my life,” Sheley said. “If there were no Sac State, I don’t know where I’d be today. It really launched me.”

This July, Sheley will retire from an academic career that has spanned more than 40 years, including 21 years as a faculty member at Tulane University in New Orleans and two decades of leadership in the California State University system — 16 years at his alma mater Sacramento State, where he was presented with a lifetime achievement award, and the last four as president at Stanislaus State.

While at Tulane, Sheley was also the chair of the Department of Sociology and faculty head of the university senate. He credits these leadership experiences, along with his years as a faculty member, for his positive working relationship with the faculty at both Sacramento State and Stanislaus State.

Sheley said that he also learned about the impact that a university can make in the region it serves, and how collaborative partnerships can amplify that impact. He observed that students who were not only grateful for their education but who also took pride in and cultivated a lasting relationship with their alma mater would reap the benefits long after graduation.

Building that sense of pride in Stanislaus State has been a component of nearly every initiative Sheley has tackled here, and one he hopes will resonate with future generations of students and alumni.

Upon arriving at Stanislaus State, Sheley sprang to work building relationships in the community, setting a standard for collaboration and advocating for the

transformative role of the University in the region. He has often said that Stanislaus State is not “a university in the region, but the Region’s University.”

“Dr. Sheley has proven that fundamental goodness, collaborative leadership and vision can change the future,” said Sonny Da Marto, former superintendent for Turlock Unified School District. “It was my honor and distinct pleasure to work with Dr. Sheley on taking Stanislaus from being perceived as an island to making it the crown jewel of the Turlock community. President Sheley created enduring partnerships that will benefit the University and the Turlock community for many years. His impact on education and the pride he instilled in Stanislaus graduates has created the foundation on which we will build the future.”

Under his leadership, the University has received a wave of national recognition for advancing its graduates. Money magazine ranked Stanislaus State as the top public university in the nation for helping students exceed expectations, and a study commissioned by National Public Radio named the University fifth in the nation for enhancing graduates’ upward mobility — behind only Harvard, MIT, Stanford and UC Irvine.

**PRESIDENT SHELEY TIMELINE**

**1969**

BA, Social Science

**1971**

MA, Sociology

**1975**

Ph.D., Sociology

**1975-96**

Faculty Member, Department of Sociology

Sacramento State College

University of Massachusetts, Amherst

Tulane University



UMassAmherst



“President Sheley has elevated the profile of the University and established Stanislaus State as an integral force within the region, stimulating economic development and bolstering college attendance and completion rates,” said CSU Chancellor Timothy P. White. “The partnerships he has forged and fostered with the community and local school districts will provide the foundation for many generations of students to enjoy increased academic and personal success.”

## Looking Ahead

Sheley often asks members of the community to look into the future: Where will this region be one generation from now?

His hope is that a foundation has been laid for the region that Stanislaus State serves to attract the kinds of jobs that will drive economic prosperity. Attracting businesses that hire college graduates will position the next generation of Stanislaus graduates to be among those who move the entire Central Valley forward and lead the state in a positive direction. And with a quality education close by, families will remain intact — Stanislaus graduates will find careers here and will be able to stay and invest in this community.

One foundation built to lead to this future is the Stanislaus Education Partnership, which launched last year. It brings together Stanislaus State, the Stanislaus County Office of Education and Modesto Junior College to smooth the transition for students from grade school and high school into higher education. The ongoing effort aims to improve high school completion rates and increase the number of college degree-holders in the region. The University has grown its presence in the City of Stockton with expanded course offerings and programs at the Stockton Center.

“President Sheley has stayed true to his commitment to raise Stanislaus State and the Stockton Center to a higher and sustainable level,” said Douglass W. Wilhoit Jr., chief executive officer of the Greater Stockton Chamber of Commerce. “He is a friendly, dedicated, honest and trustworthy leader who will leave an indelible and positive imprint on Stanislaus State throughout its service area, and we are thankful for that.”

Sheley has also championed the well-being of the campus community by committing to consultation and transparency. The campus has become a leader in the CSU’s Title IX efforts, physical safety and health campaigns, alcohol awareness education,

and crisis communication and response practices. Furthermore, he asked members of the campus community to pledge to support one another, and he encouraged faculty and staff members to engage in mentorship by “adopting” a student.

He has done so himself.

“Getting to know President Sheley, I found that he is someone who treats everyone on campus as a part of the team,” said Russell Fowler, who was mentored by Sheley. “He has made himself available to talk with me as a student. I felt like he was a coach giving me a pep talk, and after our discussions my motivation and enthusiasm were renewed. He would get me excited about what is in store for my future — and what is in store for all the students at Stanislaus.”

Fowler is the recipient of a GROW scholarship, awarded by Sheley for his commitment to writing and in recognition of the GROW (Greatness Relies On Writing) Project, inspired by Sheley’s passion for effective writing as a core skill for students.

Sheley also engaged in the One Purpose annual fundraising campaign and encouraged alumni and the community to affirm the hard work and excellence of Stanislaus State students. The effort brought together volunteers from the

• **1982**

Visiting Faculty Member,  
Department of Public Health,  
Universidad del Valle, Cali, Colombia

• **1985-91**

Chair, Department  
of Sociology

• **1996-05**

Dean, College of Social Sciences and  
Interdisciplinary Studies

• **2004-05**

Director, Alumni  
Relations

• **2005-06**

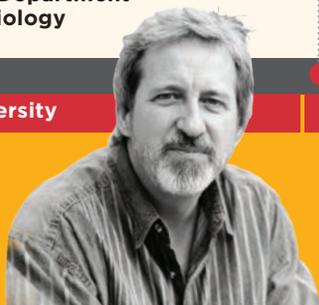
Executive Vice  
President

• **2006-12**

Provost and Vice  
President for  
Academic Affairs

Tulane University

California State University, Sacramento



SACRAMENTO STATE

campus and the community to raise hundreds of thousands of dollars for student scholarships.

As the One Purpose campaign demonstrated, the campus pride that Sheley has encouraged has become a unifying force. And he has emphasized that pride in encouraging collaboration across the University and in the community — resulting in renewed advocacy and affinity for Stanislaus State.

In fall 2014, Sheley called for a branding initiative, asking the campus and the community to contribute to the development of a new motto, logo and informal name for the University.

Sheley also expressed his pride in how faculty, staff and students respect and protect regional and campus resources. The University partnered with local public works to promote regional water conservation efforts, and smart use of the campus' unique water reclamation has been lauded by the community. Another

example of this stewardship is the citrus grove planted along Mariposa Drive on campus, which includes 130 trees and makes good use of the undeveloped southeast corner of the campus. The grove provides an educational opportunity for students in the agricultural studies program, and the fruit produced is donated to the United Samaritans Foundation in Turlock.

Still, there is work to be done. Sheley says that the serious vision for Stanislaus State — while it is headed in the right direction — must be sustained by the continued passion and pride of its faculty, staff, administration, students and alumni.

“Warrior Pride is not only a phrase,” he said. “You feel it at games, cultural and academic events, and in everyday conversation in the Quad or Main Dining. That feeling is important to me, and I’ll miss it. I want to experience it until the day I leave.”

## Bernadette Halbrook:

### Inspired by Students, Impacting the Community

A lifelong educator and higher education leader, Dr. Bernadette Halbrook has made a distinct connection with the Stanislaus community during her time in Turlock with her husband and partner in Warrior pride, President Joseph F. Sheley.

Originally from Atlanta, Halbrook has always had a passion for teaching — she was inspired at an early age by her mother, who was an elementary school teacher. Growing up as the oldest of six siblings, Halbrook was often cast as the teacher when they were playing school. She began teaching high school immediately after college and then worked at an employee assistance program, where she developed an interest in counseling.

“I find it fascinating and moving—the idea of helping people when they are stuck in their lives and giving them the skills they need to move forward,” Halbrook said.

After earning a Ph.D. in counseling from the University of Colorado and beginning a private counseling practice, Halbrook began her higher-education career at the University of New Orleans in 1985. She joined the Sacramento State faculty as a professor of counselor education in 1996, and later served as the associate dean of the College of Continuing Education and as the acting Director of Civic Relations. She began teaching part time in the Stanislaus State counselor education program in 2012.

“The most meaningful experience for me at Stanislaus has been working with the students and being a part of their education,” she said. “Many are first-generation students who have families and full-time jobs. I love their drive and passion. Their persistence, hard work and commitment to getting ahead, for the sake of their families, have stood out for me and really inspired me.”

Halbrook has also stepped forward as a community leader, including service as a board member for Haven Women's Center of Stanislaus and the Carnegie Arts Center in Turlock.

“I’ve never been on boards that worked so hard,” she said.

Three years ago, the Haven Women's Center launched the Walk a Mile in Her Shoes awareness and fundraising campaign in Modesto to combat sexual assault and gender violence. Halbrook said the event means a lot to her, and it sets an example for younger generations, with fathers, sons and grandsons participating together.

Halbrook said that when she and President Sheley arrived in Turlock, the friendliness of the campus and the community was readily apparent. And they quickly set out to foster that same goodwill between the campus and the community.

“We both come from blue-collar families and both worked our way through school,” Halbrook said. “Getting the passion reignited in the community for the campus has been so important and such a source of pride.”

2012

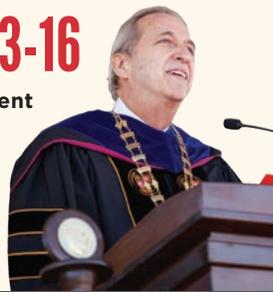
interim  
President

2013

Investiture  
November 22

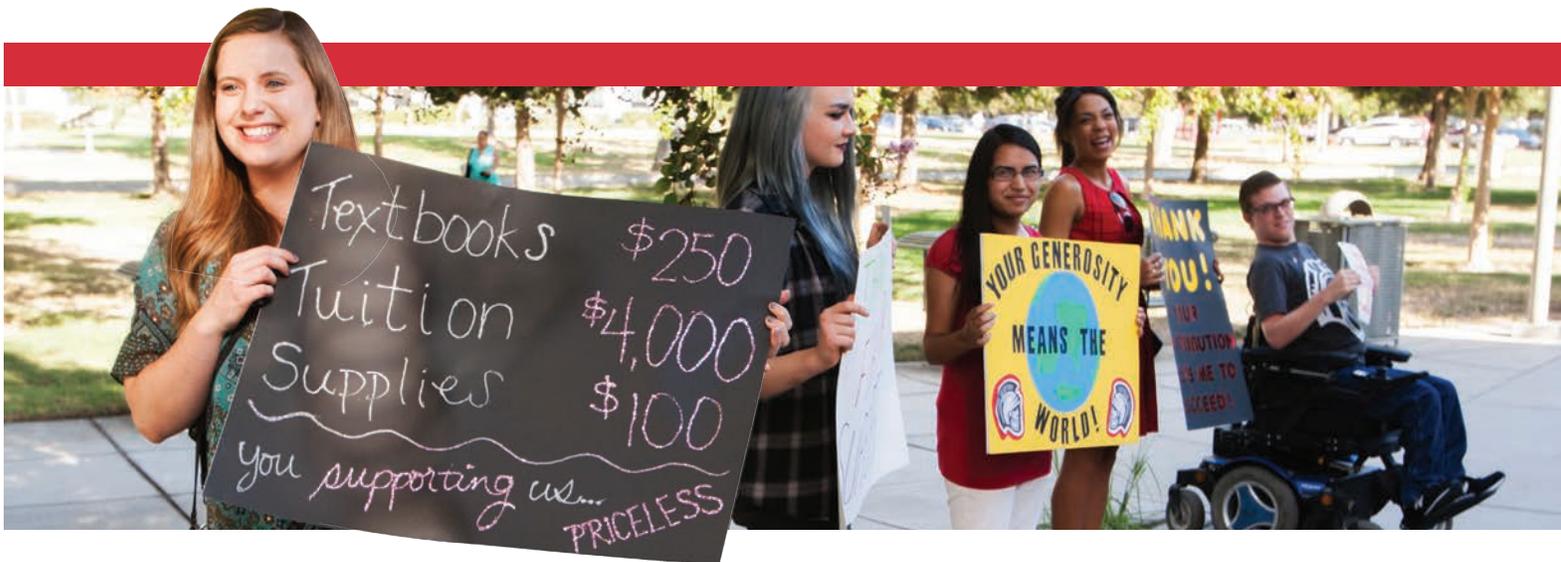
2013-16

President



California State University, Stanislaus





# ONE PURPOSE: SCHOLARSHIPS FOR SUCCESS

In the 2015 One Purpose annual fundraising campaign, volunteers raised nearly \$450,000 that will be awarded as scholarships to high-achieving Stanislaus State students who demonstrate academic promise.

The donors and volunteers who support One Purpose are representative of a community that values education and invests in students at a University that fuels the region. Their efforts are building a community that fosters student success.

Since the 2015-16 academic year, nearly 170 students have been awarded One Purpose scholarships, and that number will continue to grow thanks to the continued support of One Purpose volunteers. The scholarships are awarded on the basis of merit to students who demonstrate academic excellence and the potential to make an impact on their academic, athletic or artistic program.

During the six-week campaign last fall, One Purpose scholarship recipients stepped forward with messages of gratitude and shared how their scholarships have impacted their studies and allowed them to continue striving for excellence.

“I would love to tell the volunteers and donors that I can’t thank them enough for the opportunity they’ve given me to go back to school and to achieve a degree,” said Amelia Hund, a biology major and One Purpose scholarship recipient. “It’s something that I’ve always dreamed of.”

Hund is one of the many students who have shared a sense of pride in being named a One Purpose scholar. Students have also expressed that the recognition of receiving a scholarship has been motivating and



**“To the donors: You have been more than generous in believing in the next generation of college students and thinking that we can go on fulfilling our dreams; making a difference in the future; and believing in ourselves and others.”**

*- Amelia Hund, Biology Major*

encouraging — allowing them to focus on their goals and aspirations.

“I think that One Purpose scholarships have an impact because they motivate students to make a difference,” said Luke Gonzales, a theatre major and recipient of a One Purpose scholarship. “Young people who have positive encouragement will go on to have a positive outlook on life. I am so grateful to everyone who has put forth their time or made a contribution in order to recognize students like me with a One Purpose scholarship.”

One Purpose volunteers and donors are making a statement that they believe in Stanislaus State students and their ability to change the future of our region for the better.

“To the donors: You have been more than generous in believing in the next generation of college students and thinking that we can go on fulfilling our dreams; making a difference in the future; and believing in ourselves and others.” Hund said.

To learn more about the One Purpose scholarship recipients and watch a video with their messages of gratitude, visit [csustan.edu/one-purpose/meet-students](http://csustan.edu/one-purpose/meet-students). 📺

## 2015-TOP 10 PERFORMING VOLUNTEERS

We are incredibly grateful for the One Purpose volunteers who raised nearly \$450,000 for student scholarships during the 2015 annual campaign. Taking the lead were these top ten fundraisers:

## WITH THANKS

We gratefully celebrate the generosity of our 2015 One Purpose members — 636 strong with annual pledges totaling nearly \$450,000. (as of November 15, 2015)



Edith & John  
**JACINTO**

**\$52,975**



June & John  
**ROGERS**

**\$51,000**



Chris  
**MURPHY**

**\$ 18,348**

### VISIONARY (\$10,000+)

Mike and Alison Allen  
Doctors Medical Center  
Emanuel Medical Center

Mani and Jas Grewal  
John and Edith Jacinto  
Nola A. Moccachiche  
Bob and Shawna Nunes

Mrs. Donna M. Pierce  
Colonel and Mrs. John Rogers

Matt and Maria Swanson

### INNOVATOR

(\$5,000 - \$9,999)

Bronco Wine Company  
Buchanan Enterprises Incorporated

Grupe Commercial Company  
JKB Energy  
Surla's

### LEADER (\$3,000 - \$4,999)

Assyrian American Civic Club

Beeler Industries  
Enterprise Consulting Operation Global, Inc.

Health Care Conglomerates Associates (HCCA)

Jeffrey Scott Agency  
Law Office of Gary C. Nelson

Dan Leonard  
Ms. Beverly A. Muckey  
Petrolakis Law & Advocacy, APC

Ripon Manufacturing Company, Inc.

Sierra Pacific Warehouse Group  
Dr. James A. Tuedio

### PHILOSOPHER

(\$1,000 - \$2,999)

Dr. Nael Aly  
Dr. Roberta T. Anderson

Nicholas Bavaro  
Mike and Rebecca Beeler

*continued on next page*



Mike  
**MATOSO**

**\$16,800**



Karna Harrigfeld- & George  
**PETRULAKIS**

**\$15,200**



Pennie & Allen  
**ROREX**

**\$13,200**



James  
**BRENDA**

**\$12,000**



Arleen  
**WALLEN**

**\$11,610**



Stan  
**GUSTAFSON**

**\$11,200**



Alison & Mike  
**ALLEN**

**\$11,020**



GEMPERLE FAMILY &  
GEMPERLE FAMILY FARMS  
**SEED GIFT**

In support of this year's One Purpose campaign for student scholarships, the Gemperle family and Gemperle Family Farms made a \$250,000 contribution to the One Purpose endowment, which served as a motivational platform for the volunteers during the six-week fund drive.

"The Gemperle family has made an incredible statement of confidence in this University and in the One Purpose campaign," said Stanislaus State President Joseph F. Sheley. "And it is an investment in students who will shape the future of our region."

# CELEBRATE! 2015

## One Purpose Members

### PHILOSOPHER (continued)

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Bernet International  
Mrs. Dorothy L. Bizzini  
Jim and Samantha Bland  
Mr. Darren C. Borrelli  
Dan and Connie Bratten  
Mr. Ronald Sarhad and Mrs. Linda Bunney-Sarhad  
Bowen and Michelle Cardoza  
Ron and Carrie Bordona  
Mr. Fernando Castro  
Helene L. Caudill  
Central Valley Automotive  
Richard and Sharon Clauss  
Kirsten Clauss Russell  
Dr. Jacqueline S. Craig  
Douglas and Sherith Dawes  
Kevin Diaz  
DiBuduo & DeFendis  
Dickerson Law Inc.  
Dr. Ellen R. Dunbar  
Joe and Donna Fernandez  
Fiberquest, LLC  
First Financial Bank  
Richard and Nancy Fisher  
Jeff and Britta Foster  
Ms. Carole A. Garton  
Walter and Norma Gemperle  
Bill and Cindy Gibbs  
Nelson and Debbie Gomez  
Ms. Julie D. Gorman  
Greater Stockton Chamber of Commerce  
Dr. Mark A. Grobner  
Marty Grynbaum and Kay Zagaris  
H&M Machine & Tool  
Chris Harrigfeld  
Herum Crabtree  
Suntag  
Rita and Loren Holt  
Ms. Briquel Hutton  
IFS Industries, Inc.  
JLV Realty and

Mortgage  
Johnston-Kelley & Co., CPA  
Kimberly and Curtis Jorritsma  
Dr. Deborah Kavasch  
KEM Services  
Dan and Stacie Keyser  
Michele L. Lahti  
Lily Company USA, LLC  
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Dr. David H. Lindsay  
Dr. Clarissa Lonn-Nichols and Mr. Chris Nichols  
Mr. Tim Lynch  
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Traina Foods  
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Turlock Christian Life Center  
Turlock Sunrise Rotary Club  
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Helen Arguelles Gudino  
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Eduardo and Monica Blandon  
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Burnside Body Shop  
Toby and Penny Bushee  
Paul and Jeannie Campbell, ServiceMaster Clean  
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Jack and Catherine Doo  
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Pete and Bev Finley  
Peter Frost  
GHI Paving  
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Amanda and Joe Gonzales  
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Jimmie Harrell  
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Ms. Jacqueline L. Holt  
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Richard Lambert, President - Verick Adhesive  
Stephanie Lambert  
Latino Business Association Foundation  
Jean Lee  
Virginia Madueno - Imagen, LLC  
Mr. Thomas McCormick  
Dr. Robert A. McCulla  
Parking Management Bureau  
John K. Miles and Priscilla S. Perers  
MK Electric & Design, Inc.  
Robert and Lanita Moen  
New Bridge Management  
Phaedra and Leslie Norton  
Petrolakis Law & Advocacy, APC  
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Dr. Roxanne Robbin  
Ronald Rodriguez  
Diane and Mike Romeo  
Romeo Medical Clinic  
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Dr. Rob and Dr. Kristen Santos  
Robert A. Saunders  
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Thomas G. Smart  
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Curtis and Sally Souza  
Ms. Maria Stokman, CPA  
Mr. Dana R. Taylor  
Diljeet Taylor  
Mr. and Mrs. Stanley R. Trevena  
Turlock Lions Club  
Turlock Recycling Company  
Turlock Scavenger Co.  
Anokeen and Antoine Varani / Dental Spa  
Elizabeth Warda Essa  
Warda Law—Professional Law Corporation  
Douglass W. Wilhoit, Jr.  
Winton-Ireland, Strom & Green Insurance Agency  
Michael Wright  
Mr. Jose J. Zamora

### STRATEGIST (\$250 - \$499)

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Bill Bradley is in his sixth decade in the national spotlight and shows no signs of slowing down or lowering his voice.

From college basketball All-American to Rhodes Scholar, from Olympic gold medalist to two-time NBA champion, four-term U.S. senator and presidential candidate, Bradley has struck an imposing figure in every forum he's entered.

On Thursday, Feb. 18, Bradley will bring stories and messages from his most impressive public life to California State University, Stanislaus as part of the University's Executive Speaker Series.

"It's exciting to bring him here," said David Lindsay, interim dean of the College of Business Administration, which plays a key role in selecting the speaker. "It not only will enhance the visibility of the University within the six-county region, but I would think the folks in the Bay Area also would take note."

The Executive Speaker Series, in its third year, is designed to shine a light on the University, particularly the College of Business Administration. This year's event is made possible by the Demergasso Family Trust -- proudly so,



Senator  
*Bill Bradley*

according to Bonnie Demergasso, the widow of John Demergasso.

"It was John's belief that through the speaker series, students would be exposed to accomplished individuals from all walks of life," Bonnie Demergasso said. "This exposure would foster belief in themselves and aspirations to greater achievement. As a longtime art collector and lover of music, John felt exposure to artists and musicians was another important gift to the scholars."

Economist Arthur Laffer was the inaugural speaker and was followed

in 2015 by David Gardner, co-founder of The Motley Fool. Bradley's appearance continues the pattern of guests in-tune with the current challenges facing the world economy.

Bradley will give his address in Snider Recital Hall. Admission is free and seats may still be available at [csustan.edu/speaker](http://csustan.edu/speaker). 📍



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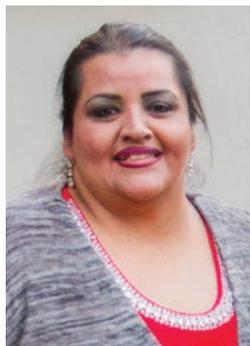
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# WELLNESS WORKS BRIDGES STOCKTON CENTER AND COMMUNITY

| By Brian VanderBeek

During a three-week Wellness WORKs program in 2003, Davina Arreaga was asked to write a letter to someone at whom she was angry. She addressed the letter to herself.



As a mother of four subsisting on welfare, having recently lost a good job because of poor attendance, Arreaga was referred to Wellness WORKs by her case manager as a way to get back on her feet and off public assistance.

The program, which celebrated its 15th anniversary in December, is a partnership between California State University, Stanislaus and San Joaquin

County Health Services. Housed at the Stockton Center, it offers classes and activities to help those in San Joaquin County's CalWORKs program develop the skills to escape the welfare cycle.

In Arreaga's case, the program had a major impact on her life and the lives of her children. Upon completing the program, she stayed in Wellness WORKs as a volunteer on the advisory board, working for her welfare since her assistance expired. She began attending San Joaquin Delta College, and in 2005 was hired by Wellness WORKs as a program assistant on a part-time basis. Two years later, when funding was available to make the position full-time, Arreaga applied and was hired.

"I learned a lot from my classmates and what they were going through while they were attending the program," said Arreaga, who now has five children between the ages of 6 and 24. "As a result of the anger management class, I looked at myself and how I was disciplining my children. It taught me to not sweat all the small stuff."

Wellness WORKs is a program of Mental Health America of California and since 2005 has been funded by individual counties through the voter-approved Mental Health Services Act of 2004. It teaches much more than the basics of how to get and keep a job, focusing first on why the participants are on welfare. They learn how to develop their own skills while adding fundamentals of emotional and physical well-being to help graduates flourish in any new job environment.

"Besides the effect on participants, our program has become a staple in our community, contributing to a positive University-community relationship in San Joaquin County," said assistant director Heidi Britt. "It is also a perfect example of how the University can be a community partner."

Wellness WORKs has two levels. The Basics is a one-week program covering the topics of choosing to be successful, dressing for success, workplace temperament, avoiding health issues that hinder job performance, overall physical wellness, eating healthy, balancing work and parenting, workplace conflict resolution, managing stress and avoiding workplace violence.

There also is a three-week program for participants who are deemed by case workers to need a more-intensive program. Such participants may have a history of substance abuse or serious health problems, extremely low self-esteem or minimal life skills, or be emerging from an abusive relationship.

Wellness WORKs served 9,173 participants in its first 14 years and could be close to 10,000 by the end of this school year. But even more important than the numbers are the success stories ... like Arreaga's. 





# Q&A

with

## MAGGIE WHITE

.....| By Kristina Stamper

**Maggie White is a double major in communication studies and economics at Stanislaus State. This year, she was selected to be the student representative for the California State University Board of Trustees. White is the third Stanislaus State student to serve as a trustee, representing the 467,000 students enrolled in the 23 campuses of the CSU.**

Having a seat on the CSU Board of Trustees, who among their responsibilities appoints presidents for the 23-campus system, White will also have a role in selecting President Joseph F. Sheley's successor.

White is currently working alongside Kelsey Brewer, the voting student trustee from CSU Fullerton, to learn the ropes and to be prepared to take on the voting role in June. Besides traveling for board meetings and conferences across the state, she is also a full-time student, writes for the Stanislaus State student newspaper *The Signal*, and works part-time for Associated Students, Inc.

**STAN:** How did you find out about the student trustee position and what prompted you to apply?

**MW:** A friend in a class during my first week at Stan State told me about the Student Government Leadership Council coordinated by Associated Students, Inc. At the very first meeting, the student trustee position was announced, and I was immediately interested. I never expected to actually get the job; I was so sure that I wouldn't even hear back from the California State Student Association that I almost didn't turn in my application. I waited so long that I had to pay \$40 to ship my application to Long Beach overnight to make the deadline. It was definitely the best \$40 I've ever spent.

**STAN:** You advocate for higher education through your involvement in Associated Students, Inc. at Stanislaus State as the governmental relations coordinator and for the California State University as a student trustee. What inspired you to be so passionate about higher education?

**MW:** I come from a family of teachers, so education has always been really important to me. When I was a sophomore at Valley Charter High School, I started taking classes at Modesto Junior College. My first public speaking class completely changed my life. At 16 years old, I was terrified of

speaking in front of a roomful of people (who were all older than me). After a really awkward first speech, I decided that I wasn't going to let myself get away with giving up so easily. I ended up doing well in the class, and I became a communication studies major just to prove to myself that I could do it. I've been incredibly privileged to have parents, teachers and peers who have supported and inspired me throughout college. If I can help other students in some way by using my voice, it still won't be nearly enough repayment for the great experiences of self-growth that I've been given.

**STAN:** What is the impact you hope to have as a student trustee?

**MW:** My plan is to visit every single campus this year, so when I'm the voting member next June I'll have valuable insight into the needs of all 23 campuses. I don't want to just sit at the table; I want to be someone who sees an area of opportunity, asks tough questions and creates effective change. I still have a lot to learn, but I'm excited about the possibilities. Above all, I'm honored to serve my peers.

**STAN:** What are your career goals, and how have your college experiences — at Stanislaus State and as a student trustee — helped prepare you for success?

**MW:** I always wanted to be a journalist. I remember watching the news every day with my parents when I was young, and I thought that I wanted to be a foreign correspondent. Now that I've been exposed to the political spectrum through my work as a student trustee, I'm trying to have an open mind about what I'll do next. I'm still trying to figure out what I'm really good at. I want to find a niche where I can be most helpful to people.

I think the biggest lesson I've learned so far from my college experiences is that if you care enough, you'll find a way to make it work, and I'm capable of that. 📍

# TUEDIO'S GRATEFUL TRIP ALMOST NEVER BEGAN

## STAN STATE DEAN A RENOWNED EXPERT IN ICONIC JAM BAND EXPERIENCE

By Brian VanderBeek

**An 18-year-old UC Santa Cruz freshman philosophy student had a ticket to the Grateful Dead concert at San Francisco's Winterland Ballroom on Dec. 10, 1972, but his ride to the show bailed at the last moment.**

Though Jim Tuedio was hooked on Grateful Dead records, he'd never been exposed to the Grateful Dead's live show — never taken a trip “on the bus,” as Deadheads euphemistically describe the concert experience.

What if he'd never made it to that concert?

It's not an exaggeration to say that the young man who eventually became dean of the College of the Arts, Humanities and Social Sciences at California State University, Stanislaus, would be a much different person today without having been embraced by the Grateful Dead experience.

The musical engagement produced by this iconic band spanned three generations of avid listeners. It permeated and influenced Tuedio's thought processes and, indeed, his teaching and writing styles. He has become a member of the Grateful Dead caucus of scholars, and much of his writing — especially

his essays on the band — incorporates a free form, exploratory style not unlike the band's lengthy improvisational jams. He's structured many of his three-hour night classes with the flow of a multi-set Grateful Dead concert.

“The only way I've ever taught is under the influence of Grateful Dead concerts,” Tuedio said. “For the first hour we'd work in six-minute chunks, then we'd take a break and then come back, go for 90 minutes and travel into thoughtful spaces. The students often didn't take notes because they were locked in and listening. At the end, like the audience coming out of a jam, they'd wonder what happened, but I'd tell them to trust their minds, and that when they went back to the reading there would be new points of reference in the subject matter that hadn't been there before.”

He offers the structure not in an overbearing way, since forcing the format would defeat the purpose, but in a manner that allows the reader or student to find their own rhythm in the presentation — their own comfort zone, their own spot on the bus.

Getting to Winterland in 1972 merely was the start of Tuedio's trip, and his personal journey didn't end with the band's “Fare Thee Well” shows last summer

in Santa Clara and Chicago. The music and the way he's used the Grateful Dead experience to inform his own life will live on.

So it's probably a good thing that Tuedio found a junior music major who was willing to provide transportation to Winterland in exchange for a ticket.

“The music started and it was immediately transporting,” Tuedio said. “I was having an eye-opening, ear-opening, mind-opening experience. They'd come out of the other end of a jam and I'd realize that for the last 10 minutes I had been zoned-in and had been thinking about something in a space I'd never been to before. It took me out of my place in the audience and dropped me into a moment gripped by things to think about.”

Tuedio eventually made it to 125 Grateful Dead concerts, and once he found he could re-create much of the out-of-body live show cognitive experience by listening to tapes, he became a collector, a common hobby among the band's fans. The process of taping and trading live shows played a large role in fostering the development of the tight-knit community eventually known as Deadheads.

“I have walls and walls of tapes and for a long time I circulated through all of it,” said Tuedio, who in 1987 helped start the weekly and ongoing “Live Dead” show on Stan State's campus radio station KCSS.

The Grateful Dead caucus researches and presents high-level papers at the annual





Southwest Popular/American Culture Association conference in Albuquerque. Many of the papers Tuedio has presented are archived on his University webpage, and in 2010 he joined with Modesto Junior College professor (now retired) Stan Spector to co-edit “The Grateful Dead in Concert,” a collection of 20 essays from various caucus members.

Tuedio had no trouble getting to the show at Levi’s Stadium in Santa Clara this past June 28 for what was billed as the final Northern California concert by the Grateful Dead’s living

members. But for Tuedio, much of what bound him to the band — those moments when the music took him to a different place— stopped occurring when band leader Jerry Garcia died in 1995.

“The synergies in exploration were no longer there once Jerry died,” Tuedio said. “I’ve let go of some aspects of the band without saying goodbye, because I’ll always have all those live recordings of Dead shows. I came to the band through their recorded music and I’m moving on the same way.”

### James Tuedio’s Five Distinctive **GRATEFUL DEAD SHOWS:**

- 8.13.75 Great American Music Hall (SF)  
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